

# HELLO, I'M JENNY MOON

## AWARDS

2022

IDI GRADUATE DESIGN AWARDS 2022 in Ireland Visual Communication Printed Material (Other Than Books) SHORTLISTED (800 entries, six finalists)



National University Advertising Design Third Prize at Provincial Level (China) in the Graphic Category



2021 - 2022

TUS University Best Final Project Award (Ireland University)



2020 - 2021

First Prize of Scholarship in the first semester

2019

Second Prize for Scholarship at School Level in the second semester

## ENGLISH

IELTS TEST

OVERALL BAND SCORE: 6.5

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NATIONALITY: China

## SKILLS

Ps \_\_\_\_\_

Ai \_\_\_\_\_

Id \_\_\_\_\_

Ae \_\_\_\_\_

Xd \_\_\_\_\_

Pr \_\_\_\_\_



My name is **Fang Mingyue**. Currently living in London, UK, I have five years of experience in the field of graphic design and am proficient in various design software. My postgraduate studies have exposed me to the fields of **brand marketing** and brand market research. My personal career plan includes the aspiration to work in the brand marketing sector. Additionally, I have three years of overseas study experience, which allows me to use English fluently in both work and daily life. As a **passionate Graphic Designer**, I believe design is one of the perfect ways of communication for cultures and emotions, and I always strive for the perfection on my work with design practices along.

## EDUCATION

### LOUGHBOROUGH UNIVERSITY LONDON (London UK)

Sept. 2023 - Sept. 2024

#### Brand and Identity (POSTGRADUATES)

Design research  
Design and identity  
Service Design Strategy  
Design Strategy and Branding

### TECHNOLOGICAL UNIVERSITY OF THE SHANNON, IRELAND (Athlone Ireland)

Sept. 2022 - Jun. 2023

#### GRAPHIC AND DIGITAL DESIGN (BACHELOR OF ARTS (HONOURS))

Design for Time-Based Media  
Experience Design  
Live Studio  
Theory to Showcase

### WUXI INSTITUTE OF TECHNOLOGY (Wuxi China)

Sept. 2019 - Jun. 2021

#### ADVERTISING DESIGN AND MAKING (SINO-FOREIGN COOPERATION, ASSOCIATE'S DEGREE)

Brand Image Design  
Format Design Training  
Interactive Interface Art Design  
Branding

## EXPERIENCE IN CHINA

### WUXI 37 DEGREE CULTURE MEDIA CO. AND FANGCUN DESIGN STUDIO

Jun. 2023 - Sep. 2023

During my tenure I was involved in the planning and visual output of the 30th Anniversary and National Day special events for the local company WUXI COMMERCIAL MANSIOB GRAND ORIENT.CO.LTD, as well as the successful display of the company's cultural wall. I also took on the role of graphic designer and planned and successfully organised in-house business events on top of my projects.

### CO-FOUNDER, II BRAND (CLOTHING)

Jun. 2021 - Jul. 2022

Together with 4 peers, I set a local clothing brand-ii, which owns a store in the most high-end mall of Wuxi City. I participated in the formulation of a full set of brand strategies and values; I was responsible for the design of the logo and the manual; and I took part in the organization of all brand activities and business negotiations.

### PLANNER AND DESIGNER, SCHOOL GRADUATION DESIGN EXHIBITIONS

May. 2020 - May. 2021

For the Class of 2021, I set the theme of the exhibition and presented it successfully. I participated in the design and making of exhibition boards as well as the layout of the exhibition hall. For the Class of 2020, I was responsible for the design of all the posters used in the exhibition and I participated in the layout of the exhibition hall.

### PRESIDENT, STUDENT COUNCIL OF COLLEGE OF IRELAND AT WUXI INSTITUTE OF TECHNOLOGY

Apr. 2020 - Jun. 2021

I led the student council by organizing orientation activities, as well as cultural and ideological learning activities; I was responsible for the daily operation of the council.

### GRAPHIC DESIGNER, WUXI YOUQUE NETWORK TECHNOLOGY LTD

Apr. 2020 - Jun. 2020

I engaged in the production of the commercial video used to marketing the company. I participated in script writing and video shooting; and I was mainly responsible for all the special effects production for the final video and the layout of the applet on Wechat.